

Order / Rev: 722585
 Alt Order #: 06375422
 Flight Dates: 10/16/12 - 10/29/12

Advertiser: Senate Majority PAC
 Product Desc: SENATE MAJORITY PAC
 Estimate: 2093
KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	10/16/12	10/29/12	M-F 10-11A News at 10am	CM	10-11A	MTWTF--	:30	2	\$560.00	P-1	0.00	NM	4	\$2,240.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$560.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$560.00		0.00			
3	KSDK	10/16/12	10/29/12	M-F 11-12P Today Show III	CM	11A-12P	MTWTF--	:30	2	\$615.00	P-1	0.00	NM	4	\$2,460.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$615.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$615.00		0.00			
4	KSDK	10/16/12	10/29/12	M-F Noon News Noon News	CM	12-1230p	MTWTF--	:30	2	\$790.00	P-1	0.00	NM	4	\$3,160.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$790.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$790.00		0.00			
5	KSDK	10/16/12	10/29/12	M-F 2-3p Dr. Oz	CM	2-3p	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	4	\$2,700.00
DR. OZ<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$675.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$675.00		0.00			
6	KSDK	10/16/12	10/29/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	4	\$3,400.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$850.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$850.00		0.00			
7	KSDK	10/16/12	10/29/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$1,125.00	P-1	0.00	NM	4	\$4,500.00
NWS5 1ST@FOUR<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$1,125.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$1,125.00		0.00			
8	KSDK	10/16/12	10/29/12	M-F 430-5p Jeopardy	CM	430-5p	MTWTF--	:30	2	\$1,235.00	P-1	0.00	NM	4	\$4,940.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$1,235.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$1,235.00		0.00			
9	KSDK	10/16/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	2	\$2,800.00	P-1	0.00	NM	5	\$14,000.00
COMMENTS APPLY TO SUB LINES A THRU B LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$2,800.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					3	\$2,800.00		0.00			
10	KSDK	10/16/12	10/29/12	M-F 5-6A 5-6a	CM	5-6A (5:00 AM-6:00 AM)	MTWTF--	:30	2	\$675.00	P-1	0.00	NM	4	\$2,700.00
TODAY-LOUIS-5/TDY-LOUIS-5.30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$675.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$675.00		0.00			
11	KSDK	10/16/12	10/29/12	M-F 5P News News Channel 5 at 5P	CM	528-530P (5:28 PM-5:30 PM)	MTWTF--	:30	2	\$4,000.00	P-1	0.00	NM	4	\$16,000.00
NIGHTLY NEWS ADJ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$4,000.00		0.00			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--					2	\$4,000.00		0.00			
12	KSDK	10/16/12	10/29/12		CM	6-630P	MTWTF--	:30	2	\$3,025.00	P-1	0.00	NM	4	\$12,100.00

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				M-F 6P News News Channel 5 at 6P											
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--		2	\$3,025.00			0.00						
Week:	10/23/12	10/29/12	MTWTF--		2	\$3,025.00			0.00						
13	KSDK	10/16/12	10/29/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	2	\$1,350.00	P-1	0.00	NM	4	\$5,400.00
TODAY-LOUIS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--		2	\$1,350.00			0.00						
Week:	10/23/12	10/29/12	MTWTF--		2	\$1,350.00			0.00						
14	KSDK	10/16/12	10/29/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	4	\$12,000.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--		2	\$3,000.00			0.00						
Week:	10/23/12	10/29/12	MTWTF--		2	\$3,000.00			0.00						
15	KSDK	10/16/12	10/29/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	2	\$1,250.00	P-1	0.00	NM	4	\$5,000.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--		2	\$1,250.00			0.00						
Week:	10/23/12	10/29/12	MTWTF--		2	\$1,250.00			0.00						
16	KSDK	10/16/12	10/29/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	4	\$3,400.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/16/12	10/22/12	MTWTF--		2	\$850.00			0.00						
Week:	10/23/12	10/29/12	MTWTF--		2	\$850.00			0.00						
17	KSDK	10/22/12	10/22/12	Mon Prime Other The Voice	CM	7-9p (7:00 PM-9:00 PM)	M-----	:30	1	\$7,875.00	P-1	0.00	NM	1	\$7,875.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/22/12	10/28/12	M-----		1	\$7,875.00			0.00						
18	KSDK	10/20/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	2	\$5,400.00
NWS CH5-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S-		1	\$2,700.00			0.00						
Week:	10/22/12	10/28/12	-----S-		1	\$2,700.00			0.00						
19	KSDK	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
SAT NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S-		1	\$1,800.00			0.00						
20	KSDK	10/20/12	10/27/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,475.00	P-1	0.00	NM	1	\$1,475.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S-		0	\$0.00			0.00						
Week:	10/22/12	10/28/12	-----S-		1	\$1,475.00			0.00						
21	KSDK	10/20/12	10/27/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,575.00	P-1	0.00	NM	2	\$3,150.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	10/15/12	10/21/12	-----S-		1	\$1,575.00			0.00						
Week:	10/22/12	10/28/12	-----S-		1	\$1,575.00			0.00						
22	KSDK	10/20/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	2	\$1,100.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
22	KSDK	10/20/12	10/27/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$550.00	P-1	0.00	NM	2	\$1,100.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$550.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$550.00		0.00			
23	KSDK	10/20/12	10/27/12	630-7P Wheel Sat 630-7P Wheel of Fortune Sat	CM	630-7P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,125.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
24	KSDK	10/20/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,125.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
25	KSDK	10/20/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
NEWSCHANNEL 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,125.00		0.00			
Week:		10/22/12	10/28/12	-----S-					1	\$1,125.00		0.00			
26	KSDK	10/21/12	10/28/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$1,575.00	P-1	0.00	NM	2	\$3,150.00
LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,575.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,575.00		0.00			
27	KSDK	10/21/12	10/28/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$550.00	P-1	0.00	NM	2	\$1,100.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$550.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$550.00		0.00			
28	KSDK	10/21/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,125.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,125.00		0.00			
29	KSDK	10/21/12	10/28/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,010.00		0.00			
Week:		10/22/12	10/28/12	-----S					1	\$1,010.00		0.00			
30	KSDK	10/16/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	MTWTF--	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$335.00		0.00			
31	KSDK	10/16/12	10/22/12	Last Call Last Call w/Carson Daly	CM	1235a-105a	MTWTF--	:30	1	\$115.00	P-1	0.00	NM	1	\$115.00
CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					1	\$115.00		0.00			
N33	KSDK	10/21/12	10/21/12	LN2 (Su) LN2 (Su)	CM	1033p-11p/11:05p	-----S	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$1,025.00		0.00			

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Totals														89	\$133,565.00